



City of New Bedford
Scott W. Lang, Mayor

City of New Bedford
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P R E S S R E L E A S E

City Welcomes New Business to the Waterfront

*Work, Inc. Opens "Wicked Mermaid" Coffee & Gift Shop
in the New Bedford Ferry Terminal*

New Bedford, Massachusetts- Today local officials joined WORK Inc. to celebrate the grand opening of "The Wicked Mermaid," a new café and gift shop located inside the New Bedford Ferry Terminal on historic state pier. WORK Inc., a non-profit human service agency and one of the largest providers of vocational training for individuals with disabilities in the state, will operate the new ferry terminal café and gift shop.

In addition to being a convenient stop for visitors and commuters who utilize the ferry service in New Bedford, the Wicked Mermaid will be a training site for many of WORK Inc.'s clients. Clients will enhance both their customer service skills and merchandising techniques by performing tasks that will arm them with the transferable skills needed to secure community based employment opportunities.

"I am pleased to welcome this unique business venture to New Bedford. The "Wicked Mermaid" fully compliments the working waterfront and provides a great venue for visitors and locals alike to purchase New Bedford foods and merchandise," said Mayor Lang, "Creating opportunity, strengthening our workforce and supporting local businesses, the Wicked Mermaid symbolizes the type of enterprise we want in New Bedford and we wish them a great future here."

"What a wonderful opportunity to have one of our most successful waterfront tourism business' hire our talented productive friends from WORK, Inc.," said Senator Mark Montigny, the Senate leader in the effort to bring fast ferry service from New Bedford to Martha's Vineyard. "I am proud to be a long time supporter of their state funding and some of my most cherished friends are WORK Inc. employees."

"The Work Inc. South Coast Division (formerly the Opportunity Center) is grateful to the New Bedford Harbor Commission and the City of New Bedford for providing this opportunity to employ and train individuals with disabilities in retail and food services. I know the quality of product and food will be second to none and we invite all residents and visitors to take advantage of this exciting resource along the Harbor," said Jim Cassetta President/CEO Work Inc.

The gift shop carries an assorted selection of local items such as jewelry, pottery and other artwork created by New Bedford artisans. The café offers a menu featuring the delicious local flavors from many of New Bedford's fine eateries.

Local businesses partnering with the "Wicked Mermaid Café & Gift Shop" include:

JAMES C. CANNELL COFFEES, INC
FREESTONES
THE GREEN BEAN
HIGHLAND RESTAURANT SUPPLY
LYDIA'S BAKERY
MA'S DONUT SHOP
WHALER SEAFOOD SPECIALTIES
THE BEDFORD MERCHANT
ELAINE'S T-SHIRTS & COSTUMES
AT THE BLACK WHALE
DOROTHY COX'S CHOCOLATES
NATCO
STUDIO GLASS
PATTI FOLEY
DYER MAKER
BISHOP BEADS
BEAUMONT SIGNS

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